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NEY-MAKING

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# [ Money-Making ]

IT IS HARD  
AND YET  
IT IS EASY



A SCHILLING & COMPANY  
SAN FRANCISCO

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MAIN

## MONEY-MAKING IS HARD

in the grocery business because there are so many ways to fail and so few ways to succeed. Money-making is easy, because, when the way is found, it is so clear and agreeable to follow.

There is  
money in  
groceries

A merchant who goes about his business; selects his goods carefully; buys them at a fair price; sells people what they want; keeps his store clean and good-looking; and delivers his goods on time—that merchant is going to make money.

by manage-  
ment;

He can make more money by careful and proper newspaper advertising. But this is a dangerous subject. A great deal of money has been lost in advertising because people do not understand it; they think that advertising is cutting up antics in the papers and saying smart things without regard to what they mean.

more by  
advertising.

They are wrong. Advertising is not advertising unless it puts the reader or looker into a mood to buy

Advertising  
is not  
antics;



it is  
common-  
sense.

your goods. Whatever attracts attention and at the same time makes people respect you and like you and, above all, want your goods—that is advertising, and that is money-making, whether they see it in the papers, or on the fences, or in your store window, or in your store itself.

It is not costly. It takes considerable attention, but not much money.

## WHAT IS ADVERTISING?

That is, what makes people think of you, and come to you, and buy of you?

Not mere  
show of  
signs;

Some time ago, we saw a grocer's window in San Francisco plastered with signs of all sorts: a cigar sign, three theatre bills, a chewing-gum sign, a cigarette sign, one minstrel-show bill, one chew-tobacco sign, and one soap-powder sign. We actually had to peek in between the signs to see what was in the window—lamp chimneys!\*

This is not-advertising.

---

\* Since we began writing this book, that grocer has closed his store.

Another example of not-advertising is the following:

A printer we know of, a good printer, has so dirty a shop that it is almost impossible to believe that he can do clean work. If we had seen his shop before we saw his work, he would never have done anything for us.

not dirt;

These are not-advertising—this dirty printer's shop and the ugly ungrocerlike grocer's window. They turn people away.

Not-advertising, then, is turning customers away. Dirt or untidiness is not-advertising; telling lies, whether with your mouth, or with signs, or in the papers, is not-advertising; discourtesy is not-advertising; having loafers in the way is not-advertising; too much pressing the sale of things that are not wanted is not-advertising; too much talk is not-advertising; selling goods that will not give satisfaction is not-advertising.

not a lot of  
vulgar and  
unpleasant  
things.

You see advertising is something more than spending money in the newspapers. It is making every move of your business such as to bring people to you—not sending them away to your neighbor grocer. Everything that a business man does is, in a broad sense, advertising or not-advertising.

It is what  
you like to  
see in other  
stores.

## ADVERTISING IS

This

1. *Clean store.* Maybe the dirt on your floors does not get into your sugar; but if your floor is dirty do you blame your customers for suspecting your sugar and your tea too?

and this;

2. *Good management.* Having everything on hand, ready to put your hands on; not keeping your customers waiting for change and for wrapping up longer than necessary. Clever newspaper advertising can be ruined by bad store management.

and this

3. *Neat clerks.* Your store has cost you a good deal; maybe you have advertised for customers. So, when a customer comes to your store, you can't afford to let her be turned away by ill-mannered or slovenly-dressed clerks or loafers.

and this.

4. *Good manners.* Courtesy to everybody, well-dressed or not, lookers or buyers—maybe they will buy to-morrow. It is impossible to suggest a standard of manners for the many different kind of stores; but this is certain: a store should never be stuck-up, and it never should be rowdyish; it should always be com-

fortable. Whoever comes into it should feel that she is welcome. Of course, your store is your own and you can act as you like in it; no one has a right to question you. But, if you do not make people comfortable, they will go where they *are* made comfortable. You will lose their trade.

Your  
customers  
are your  
guests;

(This does not apply to grocers who have a "monopoly" in their region; and yet people will buy more freely if they are made to enjoy it. Besides, someone may start a new store some day, if the old one is not popular. The same is also true of paragraph 7.)

Above all, avoid the extremes of roughness and toadyism—especially the latter. Courtesy is always acceptable.

5. *Frankness.* Don't be afraid to offer a suggestion to a customer for fear she may think you may have an "axe to grind." There is no reason why you should not make money, and why should she complain if you do? If you don't make money, how can you stay where you are and bring to your customer the goods she wants from the different parts of the world?

or your  
friends.

Let your customer see (without telling her) that

you are friendly—that your business is making money by serving her; and that the more you can serve her the better you like it, because that means more money-making.

Help them.  
It will do  
you good.

6. *Help.* Do your customers a good turn now and then, though it may cost you a little something. A cent spent in this way will very often seem a dollar to them. A little help given with a great deal of courtesy goes a long way towards creating good will.

Don't lose the benefit of doing your customer a favor by telling her about it. That makes her feel mean, and you don't want anyone to feel mean in your store. Help her as if it were a pleasure to you. That will *make* it a pleasure, and you will get ten times the good-will that you would get if you did it grudgingly.

Serve them.

7. *Good goods.* You can't afford to lose a customer. There is nothing—absolutely nothing—that keeps customers but money's-worth right along. So-called advertising may get an occasional customer; but poor goods will lose you that customer some day, and your advertising will turn out to be very costly unless money's-worth stands back of it.

(For a possible exception to this see note under paragraph 4.)

8. *Honesty.* The best policy in the world—so good that some people, not naturally honest, have “adopted” it on account of its “paying” qualities.

Be honest  
with them.

People are better judges of human nature than of goods. Your customers know almost nothing about sugar and tea, but they know something about you, and they judge your sugar and your tea, to a very great extent, by their knowledge of you. If they think you are tricky, they buy of someone else. Would you yourself buy your eggs of a tricky farmer?

Under this head comes substitution. If a woman orders Royal baking powder and really wants it because she understands how to use it, it is not wise to send her *Schilling's Best* just because you can make more profit on it—no, not even if you know it will please her better. For, if, without trying the baking powder, she finds out that you make more money on *Schilling's Best*, she may suspect you of putting your interest ahead of hers in this and in other matters. But, if you persuade her to try *Schilling's Best*, that is not substitution; it is a proper regard for your customer's interest.

They know  
a thing  
or two.

You can  
afford to be  
more than  
honest.

9. *Generosity.* A powerful means of success when wisely administered and not excessive. Let your customers feel that they are always sure of a full money's-worth at your store, and go beyond it if you can safely. In fact, wherever it is possible and safe, let your customers understand that they may bring back what they don't like and get their money.

Generously  
honest.

This *money-back* idea we think so well of that we have made it, in connection with first-rate quality, the key-note of our business. We don't want a customer to keep our goods unless she likes them. We would rather have her good-will than a profit, so we say to you: whenever your customers do not like *Schilling's Best*, give them back the full price that they paid for it, and let us pay you the full retail price.

One advantage of money-back is: it takes away the risk of buying, and that makes buying more free.

It pays—  
mostly  
because  
it is not  
common.

Another advantage: It implies that goods are so good that customers won't want money back.

The usual way of advertising goods is to shout, best, *best!* *Best!!* *BEST!!!* The better way is to say, *your money back if you don't like them;* for, although people are not good judges of quality, they know what they like.

If you are doubtful about the value of "*money back if you don't like it*," work the idea hard on *Schilling's Best*—all money-back goods—and see what its effects are. Then, if you choose, apply it to some of the other things in your store and stand the loss if you have to (and stand the increase of trade, if the size of your store will permit). But whatever you do, do it freely. Do it as if you liked it. Make your customers feel at ease.

Money-back.

But money-back is expensive when goods are not right.

10. *Windows.* A man shows his character in his face, in his dress, in what he says, in what he does. So should your store show its character on its face, in its dress, by what it says, and by what it does.

Let your windows show what is going on in your store. Let them contain your latest and best news. Don't put in sugar, don't put in soap. Put in something that you would not be expected to keep, or something that nobody else in town has, or something that you think particularly well of, or, once in a while, a good healthy bargain, or something beautiful—in short, put in something of real interest.

Don't keep  
your news  
to yourself.



Let people  
know what  
is going on

Change your windows often—to keep people interested and curious.

People pass your store every day and have no idea what good things you have in your store unless you show them. They think you are an average grocer, while you may be far above the average. And yet how can you expect them to know it, if you take no pains to tell them?

Put in signs where they will help bring out the “point” of your window; otherwise leave them out.

with signs.

11. *Signs.* Your signs are salesmen. Let them be decent and neat and straightforward; let them say something and mean something. Your store is for business: to sell goods in, and to make money in. Anything whose purpose is not to sell goods or make money is in your way. If it is pretty, it belongs in your house but not in your store. Of course there may be a sign so charming, so full of pleasant suggestion, that it makes a customer bubble over with goodwill toward the article advertised; but this is rarely the case, and most grocers make the mistake (cited in the beginning of this book) of littering up their store with signs.

We have lately made some signs that will help you if you use them right. The proper use for them is to hang them where they will not interfere with anything and where they can be easily read. We have tried to follow our own counsel and have tried to make them straightforward and agreeable, so that your customers will be glad to see them. Below is a fac simile of one of these signs reduced in size—the original is 7 x 11 inches.

We have  
some  
good ones.

O

**Schilling's Best tea  
makes  
meat and potatoes  
luxurious.**

This is the other side of the same card:

O

**Have you heard of  
money-back tea?  
We sell it.**

Do you  
want them?

You may have as many of these signs as you want. There is a catalogue of them at the end of this book. Each sign has a number. In ordering, simply give the number. They are all printed in black type on white cardboard, like the sample above, and have a hole in the top to hang them up by. They are printed on both sides, one sentence (generally) on each.

They should help your business; but they can

hinder your business if you let them get dirty, or use too many of them, or put them where they are offensive, or advertise articles that you don't keep.

All you  
want.

Don't keep them after they have got dirty or fly-specked; send for more.

12. *Newspaper advertising.* What we said about signs is true of newspaper advertising as well; but in the newspaper you have more space, you can change your wording oftener, and you can be a little more conversational.

If you tell  
your news in  
the papers,

Let your advertisements mean business. Let them be what you are or what you would like to be: straightforward, modest, frank, winning. Every man wants to be believed; have your advertisements believable.

Some men, when they take a pen in hand, become embarrassed; and they try to cover up their embarrassment with big words and high-sounding phrases and impossible statements.

do it  
frankly,

The fact is, it is hard to be natural—so hard, that we are often asked by merchants to help them in their advertising. In response to these requests this book has been prepared, these signs made, and some advertisements written. As these merchants have asked

and  
naturally.

You are  
welcome  
to our  
experience,

us to advertise, not their own business, but *Schilling's Best*, we have confined our signs and written advertisements to *Schilling's Best*; but the same principle applies to your business throughout; and, when you have understood it, you can carry it out yourself.

Any suggestion that you can find in this book is yours, whether you sell *Schilling's Best* or not.

and our  
advertisements.

To grocers who sell *all* of the *Schilling's Best* commodities (tea, coffee, soda, baking powder, flavoring extracts, and spices) we shall be glad to furnish stereotypes (advertisements all ready to print of the various commodities.) Ten sample advertisements appear below and on the following pages.

### *Schilling's Best*

tea  
coffee  
soda

baking powder  
flavoring extracts  
and spices

One—your  
name on, if  
you choose.

are as good as they can be  
—not prudishly or foolishly  
or extravagantly perfect.

For sale by

Blank & Co.

234 Green Street

Do you know why *Schilling's Best*

tea  
coffee  
soda

baking powder  
flavoring extracts  
and spices

Another.

are money-back.

They are such as you  
want more than the money  
they cost, whoever you are.

Money-back dealing is  
organized honesty — safety,  
if you prefer it.

*Schilling's Best*

tea  
coffee  
soda

baking powder  
flavoring extracts  
and spices

Isn't this  
so?

are money-back goods.

You can make the acquaintance of *Schilling's Best*

Why  
shouldn't  
they try  
them?

tea  
coffee  
soda

baking powder  
flavoring extracts  
and spices

for nothing, and welcome.  
Your grocer knows.

There is no patent on  
goodness. But manufacturers do not make

Not clever.  
Just true.

tea  
coffee  
soda

baking powder  
flavoring extracts  
and spices

so good as *Schilling's Best*,  
because most people like to  
be humbugged.

# What are *Schilling's Best*

tea  
coffee  
soda

baking powder  
flavoring extracts  
and spices

good for?

Good for anybody who likes good things and doesn't want to pay for adulteration.

Not very  
good.

*Schilling's Best* are, on the whole, the best

tea  
coffee  
soda

baking powder  
flavoring extracts  
and spices

there are. That is as near as we can say. No — your money back if you don't like them.

A little  
better.



Don't expect *Schilling's*  
*Best*

Can't make  
one so good  
as this  
every time.

tea  
coffee  
soda

baking powder  
flavoring extracts  
and spices

to turn the world upside  
down.

They won't; but they do  
take some of the wrinkles  
out of living.

Spices and flavoring ex-  
tracts are favorite nests of  
adulteration; perhaps you  
don't care.

But *Schilling's Best* are  
pure and money-back.

We pay the grocer, the  
grocer pays you, what you  
have paid him for *Schil-  
ling's Best*

tea  
coffee  
soda

baking powder  
flavoring extracts  
and spices

if they are not satisfactory  
to you.

Partly to  
make you  
understand  
that we  
mean  
money-  
back.

These advertisements are already set up. They will cost you nothing except to put them in the papers. You can have your name put at the foot of them in any style of type that the newspapers in which you choose to advertise uses; but we recommend that plain small type be used, in order that the signature may not take the attention from the reading-matter. We use this method ourselves. We have a plain story to tell and it calls for plain talk and plain type.

What is  
printing for?  
To be read.

We cannot catalogue these advertisements—they are too many, but they are all along the same line—

Talk with  
our  
salesman.

"Your money's-worth or your money back,"—only it is said in a hundred different ways.

Our salesman will show you a book containing the the rest, if you ask him; but here let us tell you a few of the subjects:

Safety in buying *Schilling's Best*.

Quality.

What *Schilling's Best* is to the consumer, grocer, and us.

Money-saving.

Strong.

Money-back.

Honest.

No adulteration.

No room for doubt.

You can try it without cost.

For fear of the interests of several grocers in a town clashing, we shall keep close record of the advertisements sent to each grocer; so that no two will be found saying the same thing at the same time. We cannot keep this close track of signs; it is too difficult and it is not important.

## CATALOGUE OF SIGNS.

Order these signs by number. Each sign is 7 x 11 with rounded corners and a hole in the top to hang them up by like the fac simile on pages 13 and 14.

Our variety at present is not large; but, if the signs take well, we shall make more.

We may not happen to have on hand the exact signs you order, in which case we shall send you the nearest that we have.

These signs are printed on both sides. In the following catalogue each sign is represented by a couplet — numbered:

- 1 { Many customers are worth more than a few big profits.  
Fair profits and plenty of them is the way to do business.

- 2 { Twelve ounces of Schilling's Best is equal to sixteen ounces  
of any other baking powder.  
Schilling's Best baking powder is fresh.

- 3 { Our best baking powder costs the same as the next best.  
Your money back if you don't like Schilling's Best baking  
powder.

Be sure to  
get the  
signs you  
want.

4 { Use three-fourths as much of Schilling's Best as of so-called  
"standard" baking powders.  
Schilling's Best baking powder is strong.

5 { All baking powders claim to be pure. Schilling's Best *is*  
pure.  
Strongest and quickest-acting — Schilling's Best baking  
powder.

6 { You can live without Schilling's Best tea, but why should  
you?  
More tea-flavor to the cent in Schilling's Best than in any  
other tea.

7 { Have you heard of money-back tea? We sell it.  
Schilling's Best tea makes meat and potatoes luxurious.

8 { Every package of Schilling's Best tea is a sample. Your  
money back if you don't like it.  
Schilling's Best tea is charming, not extravagant.

9 { Do you know the comfort and power and cheer of pure  
and fine tea? It is in Schilling's Best.  
Fresh-roasted tea has a charm not to be found in other tea.  
Schilling's Best.

- 10 { Get Schilling's Best coffee and make it right.  
Is your coffee exactly right? Why not?
- 11 { Our best coffee is Schilling's Best.  
Coffee that you like or your money back. Schilling's Best.
- 12 { Judge coffee by taste alone—not by name. Try Schilling's Best.  
Of course it costs more a pound than poor coffee. Schilling's Best.
- 13 { We will grind your coffee if you say so; but it will taste better and go further if you grind it at home.  
Schilling's Best costs more than some other coffee. It is better.
- 14 { Do people pay too much for flavoring extracts? Not if we can help it.  
Most flavoring extracts have water in them. What do you consider a fair price for water?
- 15 { A few drops of Schilling's Best extracts do the work of a spoonful of the average. Which is cheaper?  
Flavoring extracts are a small matter; but there is a right and a wrong to it. The right is Schilling's Best.

- 16 { You spend too much money on flavoring extracts unless you use Schilling's Best.  
The strongest flavoring extract has also the most delicate flavor. Schilling's Best.
- 17 { The poorer you are, the less you can afford to buy any other flavoring extract than Schilling's Best.  
Cheap flavoring extracts do no harm except to waste the money that you pay for flavor.
- 18 { Schilling's Best soda is strong.  
Soda is like people—different. Schilling's Best is like wide-awake quick people.
- 19 { It takes more of one soda than another to produce the same effect.  
Your money back if you don't like Schilling's Best soda.
- 20 { Soda can be pure or adulterated, strong or weak, fresh or stale.  
Schilling's Best soda is pure, strong, fresh.
- 21 { Don't waste your money and your cake by buying poor spices.  
Schilling's Best spices are pure and fine and strong.

22 { The cheapest spices are Schilling's Best. They go farther  
and are better.  
Your money back if you don't like Schilling's Best spices.

23 { A great many people pay spice prices for adulterations of  
various sorts.  
Schilling's Best is pure spice—nothing else—ground fine.

24 { How much more do good spices make your cake cost?  
Schilling's Best cinnamon is three times as strong as other  
cinnamon.

25 { We'd rather sell, you'd rather buy, good things. Schilling's  
Best.  
High in quality and fair in price. Schilling's Best.

26 { Schilling's Best is good for maker, grocer, and you.  
Schilling's Best makes and keeps health. Ask us how.

27 { Your money back if you don't like Schilling's Best.  
Who wants money back? I don't, I want more Schilling's  
Best.



## OUR INTEREST

This book  
costs  
money;

is clear when you are selling our goods and using our signs and our advertisements. The people of this country want pure food and will buy it when they know where it can be got. We make pure food; you can sell it.

But suppose you don't sell *Schilling's Best*. You can't help seeing that the way to win and hold trade is to give a good money's-worth; and that the way to grow is by right advertising — honest, manly, gentlemanly, courteous, advertising. You will see that the basis of business (no matter whose business or what business) is confidence. That druggist or dry-goods merchant or political party or minister or doctor or grocer will have the *support* of the community who has the *confidence* of the community; the way to get confidence is to deserve it, to value it above — yes, even above money-making, for a while.

but we  
expect  
to get the  
money  
back.

If, after reading this book, you understand money-making better than you have understood it before, we shall be glad, for you will be our customer one of these days. Our business is to make money by helping you to make money.



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